IN THE CLAIMS

1.   (Currently Amended)   A business position display system for illustrating a business environment position of a business unit to be analyzed, comprising:

a storage device for storing a plurality of sets of evaluation values for every business unit to be analyzed, each set of the evaluation values contains the results of a business unit evaluation in accordance with a plurality of evaluation factors, said set of evaluation values having an attribute representing a condition of the evaluation, <u>said set of evaluation values having a plurality of values on a plurality of evaluation factor axes,</u> said set of evaluation values further having different values on a first evaluation factor axis and having the same values on all other <u>evaluation factor</u> axes;

an extracting processor extracting at least one set of evaluation values related to said business unit to be analyzed out of said storage device in accordance with a predetermined extracting condition as to the attribute;

a coordinate calculating processor calculating coordinates in a multi-dimensional space in accordance with the set of evaluation values extracted by the extracting processor; and

a display processor showing an object at a position corresponding to the coordinates calculated by said coordinate calculating processor in said multi-dimensional space on a screen.

2.   (Currently Amended)   The business position display system according to claim 1, wherein

said storage device stores the evaluation values in a multi-dimensional database in which a multi-dimensional space is logically defined ~~with a plurality of~~ <u>by the evaluation factor</u> axes ~~respectively representing reference~~, said set of evaluation values being positioned in the multi-dimensional space in accordance with logical position of its attribute on each <u>evaluation factor</u> axis, and

said extracting processor extracts ~~a~~ <u>at least one</u> set of evaluation values of which logical position of the attribute on each <u>evaluation factor</u> axis corresponds to the extracting condition.

3. (Previously Presented) The business position display system according to claim 2, further comprising a condition setting device for arbitrarily setting said extracting condition.

4. (Currently Amended) The business position display system according to claim 2, wherein

at least one of the <u>evaluation factor</u> axes ~~logically defining the multi-dimensional space in said multi-dimensional database includes a plurality of elements concerning its corresponding references which have relationship of~~ <u>has</u> a layered structure ~~with one another~~.

5. (Currently Amended) The business position display system according to claim 2, wherein

~~said coordinate calculating processor calculates,~~ when said extracting processor extracts ~~sets~~ <u>at least one</u> set of evaluation values related to ~~a plurality of~~ <u>at least one</u> business ~~units~~ <u>unit</u>, <u>said coordinate calculating processor calculates</u> ~~a plurality of the~~ coordinates for ~~respective~~ <u>each</u> business ~~units~~ <u>unit</u> in accordance with ~~each~~ <u>the</u> extracted ~~set~~ <u>sets</u> of evaluation values, and

said display processor shows, when a plurality of coordinates are calculated by said coordinate calculating processor, a plurality of objects at positions respectively corresponding to the coordinates.

6. (Previously Presented) The business position display system according to claim 2, wherein

when a predetermined tallying condition is satisfied between a plurality of sets of evaluation values extracted by said extracting processor, said coordinate calculating processor tallies up the evaluation values belonging to the extracted sets of evaluation values satisfying said tallying condition to calculate a new set of evaluation values and thereafter calculates coordinates in accordance with the new set of evaluation values.

7. (Currently Amended) The business position display system according to claim 1, wherein

the multi-dimensional space in which said object is shown by said display processor, is a two-dimensional space defined by <u>a</u> rectangular coordinate system.

8. (Currently Amended) The business position display system according to claim 7, wherein

~~said respective evaluation values are roughly classified into those related to~~ each of the evaluation values in the set of evaluation values describes one of the group consisting of environmental stability of industry, market strength, competitive advantage of a business unit to be analyzed, and financial strength of the business unit to be analyzed, and

said coordinate calculating processor calculates coordinate on a first axis constituting said rectangular coordinate system in accordance with evaluation values of evaluation factors related to said market strength and said competitive advantage of the business unit to be analyzed, and coordinate on a second axis constituting said rectangular coordinate system in accordance with evaluation values of evaluation factors related to said environmental stability of the industry and said financial strength of the business unit to be analyzed.

9. (Currently Amended) The business position display system according to claim 7, wherein

~~said respective evaluation values are roughly classified into those related to~~ each of the evaluation values in the set of evaluation values describes one of the group consisting of a process viewpoint, an organization and personnel viewpoint, a stockholder viewpoint, and a customer viewpoint, and

said coordinate calculating processor calculates a coordinate on a first axis constituting said rectangular coordinate system in accordance with evaluation values of

evaluation factors related to said process viewpoint and said organization and personnel viewpoint, and <u>a</u> coordinate on a second axis constituting said rectangular coordinate system in accordance with evaluation values of evaluation factors related to said stockholder viewpoint and said customer viewpoint.

10. (Currently Amended) The business position display system according to claim 2, wherein

in said multi-dimensional database, said respective evaluation factors are classified, ~~according to evaluation factor axis representing reference about types of respective evaluation factors,~~ into a first group comprising those related to environmental stability of industry, market strength, competitive advantage of the business unit to be analyzed and financial strength of the business unit to be analyzed, and a second group comprising those related to the process viewpoint, the organization and personnel viewpoint, the stockholder viewpoint and the customer viewpoint, and

said extracting processor selectively extracts only evaluation values of evaluation factors belonging to either one of said first group or said second group in accordance with an extracting condition as to <u>one of</u> said evaluation factor ~~axis~~ <u>axes</u>.

11. (Previously Presented) A computer-readable manufacture for storing data of evaluation values respectively set to a plurality of evaluation factors for every business unit to be analyzed, the manufacture comprising:

a computer-readable medium; and

a data structure stored on the medium for displaying a business environmental position of a business unit to be analyzed, wherein the data structure, when implemented on a computer, permits the computer to:

extract a set of evaluation values related to the business unit to be analyzed in accordance with a predetermined extracting condition of an attribute of a set of evaluation values, said set of evaluation values further having different values on a first evaluation factor axis and having the same values on all other axes;

calculate coordinates in a multi-dimensional space in accordance with the extracted set of evaluation values; and

output image data showing an object at a position corresponding to said calculated coordinates in the multi-dimensional space on a screen.

12. (Previously Presented) A business position display system for illustrating a business environment position of a business unit to be analyzed, comprising:

a storage device for storing a plurality of sets of evaluation values for every business unit to be analyzed, each set of the evaluation values contains the results of a business unit evaluation in accordance with a plurality of evaluation factors, said set of evaluation values having an attribute representing a condition of the evaluation, said set of evaluation values further having different values on a first evaluation factor axis and having the same values on all other axes;

an extracting processor extracting at least one set of evaluation values related to said business unit to be analyzed out of said storage device in accordance with a predetermined extracting condition as to the attribute;

a coordinate calculating processor calculating coordinates in a multi-dimensional space in accordance with the set of evaluation values extracted by the extracting processor; and

a display processor showing an object at a position corresponding to the coordinates calculated by said coordinate calculating processor in said multi-dimensional space on a screen,

wherein each set of evaluation values belongs to one layer in a plurality of layers, and

wherein the display processor shows an object based on the layer of the set of evaluation values extracted by the extracting processor.